

Effect of Advertising Activities on Foreign visitors Purchasing Preferences: The Case of İstanbul

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This study, tourism industry, aims to measure the impact of advertising in consumer preferences. Businesses in terms of sales increase, consumers in terms of product knowledge and the affordability, quality, purchase your product, which enables advertising to the issue of the timeliness of the protection and 2011, approximately one billion people travel to the tourism industry has a great importance of this study is the necessity of show.

Turkey's most important tourism centers, which was held in İstanbul. In this study the universe in İstanbul, 2010 from foreign tourists.

Field research based on this study, the primary data collection as a method of the survey have been used in the survey consists of three parts. The survey is the first part of the participants' demographic characteristics of the variables to detect the questions are given. In the second chapter, the participants in the rest of the variables to detect the questions are given. The survey in the last section; participants' views on the activities of advertising, for the detection of the size of the expressions given in the bottom of the ad. In 2010, a total of 289 foreign tourists views on the data obtained from the questionnaire were analyzed through statistical software package. Of the respondents' perceptions about advertising activities, demographic and holidays differed significantly according to the characteristics of the two groups t-test for variables with more than two groups for variables that contain a single-factor analysis of variance (ANOVA test) were tested. All statistical results were analyzed based on the significance level of 0.05.

Results of this research have been identified by tourists are affected by advertising activities. In addition, according to the results of the t and ANOVA tests, educational status, income status, countries, number of visits, number of days of encampment, objectives and benefit from resources such variables as the arrival of tourists has resulted in any significant difference in submissions for the ad, while the other variables between views on advertising no difference was found.

Keywords: Advertising, Purchasing process, Tourism, İstanbul, Turkey.